

What is claimed:

1. 1. A method for automatically inserting hyperlinks into a
2 webpage containing text, the method comprising the steps of:
3 (1) comparing the text to one or more character strings
4 contained in a database in order to identify specific
5 character strings from the database that appear in the text,
6 wherein each of the character strings has an associated
7 hyperlink that is also contained in the database; and
8 (2) for each of the identified character strings
9 contained in the text, inserting the associated hyperlink
10 into the webpage.

- 1 2. The method of claim 1 wherein the text comprises
2 content of a newsgroup article.

- 1 3. The method of claim 1 wherein the hyperlinks are
2 inserted into the text of the webpage

- 1 4. The method of claim 3 wherein the step of inserting the
2 associated hyperlink further comprises the step of
3 reconfiguring computer code used to form the webpage such
4 that the identified character strings change appearance and
5 the user may select the hyperlink by mousing clicking on the
6 identified character strings.

1 5. The method of claim 1 further comprising the step of
2 providing a designation for a product to producers of the
3 text, and wherein the database includes the designation as
4 one of the character strings.

1 6. The method of claim 1 further comprising the step of
2 determining a general topic of the text, wherein the
3 character strings contained in the database are selected
4 based upon the topic.

1 7. The method of claim 1 wherein only the first occurrence
2 in the text of any character string is hyperlinked.

1 8. A method for directing a user to a particular website,
2 the method comprising the steps of:
3 (1) identifying said website in a newsgroup article by
4 searching character strings in said article and identifying
5 predefined character strings as corresponding to said
6 website.
7 (2) adding a hyperlink to the website into a newsgroup
8 article;

1 (3) displaying the newsgroup article including the
2 hyperlink;
3 (4) accepting an input from the user to select the
4 hyperlink; and
5 (5) redirecting the user to the webpage.

6 9. A system for automatically inserting relevant
7 hyperlinks into the text contained in a file, the system
8 comprising:

9 loading means to receive the text;
10 comparison means to determine if a character string
11 from a database appears in the text, wherein the database
12 character further contains a hyperlink that is associated
13 with the character string; and
14 insertion means for placing the hyperlink into the
15 webpage if the character string appears in the text.